

ORDER



Orders
Order / Rev: 170559 - 1
Alt Order #: 08417078
Product Desc: MIKE CRAPO FOR SENAT
Estimate: 148
Flight Dates: 10/17/16 - 11/13/16
Original Date / Rev: 10/25/16 / 10/25/16
Order Type: GENERAL

KXLY

Primary AE: MATT WURM
Sales Office: H-DC
Sales Region: NATL

Agency Name: Sandler & Innocenzi
Buying Contact:
Billing Contact:
 705 Prince Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Crapo for Senate ID (R)
Demographic: HH
Product Codes: PL Candidate
Priority: P-3
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 09/26/16 | 10/30/16 | 45 | \$5,670.00 | \$4,819.50 |
| 10/31/16 | 11/04/16 | 23 | \$2,835.00 | \$2,409.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| October 2016 | 45 | \$5,670.00 | \$4,819.50 | 0.00 |
| November 2016 | 23 | \$2,835.00 | \$2,409.75 | 0.00 |
| Totals | 68 | \$8,505.00 | \$7,229.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| MATT WURM | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|-------------|
| KXLY | 17% | \$8,505.00 |
| Market | 100% | \$50,029.41 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KAYU | 4% | \$2,001.18 |
| KBGC | 0% | \$0.00 |
| KCDT | 0% | \$0.00 |
| KGPX | 0% | \$0.00 |
| KHQ | 32% | \$16,009.41 |
| KREM | 47% | \$23,513.82 |
| KSKN | 0% | \$0.00 |
| KSPS | 0% | \$0.00 |
| KUID | 0% | \$0.00 |
| KWSU | 0% | \$0.00 |
| KXMN | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------|------|-------------------|-----------------|-------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|-------|------------|
| 1 | KXLY | 10/17/16 | 11/04/16 | 11p M-F Late News | CM | 11-1135p | MTWTF-- | :30 | 3 | \$125.00 | P-2 | 0.00 | NM | 9 | \$1,125.00 |
| Late News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/17/16 | 10/23/16 | MTWTF-- | | | 3 | | \$125.00 | | 0.00 | | | | |

Order / Rev: 170559 - 1
 Alt Order #: 08417078
 Flight Dates: 10/17/16 - 11/13/16

Advertiser: Crapo for Senate ID (R)
 Product Desc: MIKE CRAPO FOR SENAT
 Estimate: 148
 KXLY

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|--------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| 1 | KXLY | 10/17/16 | 11/04/16 | 11p M-F Late News Late News | CM | 11-1135p | MTWTF-- | :30 | 3 | \$125.00 | P-2 | 0.00 | NM | 9 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/17/16 | 10/23/16 | MTWTF-- | | | | | 3 | \$125.00 | | 0.00 | | | |
| | | Week: 10/24/16 | 10/30/16 | MTWTF-- | | | | | 3 | \$125.00 | | 0.00 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | | | | 3 | \$125.00 | | 0.00 | | | |
| N 2 | KXLY | 10/17/16 | 11/04/16 | Jimmy Kimmel Jimmy Kimmel | CM | 1135p-1237x | MTWTF-- | :30 | 3 | \$20.00 | P-3 | 0.00 | NM | 4 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/17/16 | 10/23/16 | ----- | | | | | 0 | \$20.00 | | 0.00 | | | |
| | | Week: 10/24/16 | 10/30/16 | MTWTF-- | | | | | 1 | \$20.00 | | 0.00 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | | | | 3 | \$20.00 | | 0.00 | | | |
| 3 | KXLY | 10/17/16 | 11/04/16 | 5-530p M-F M-F News @5p | CM | 5-530p | MTWTF-- | :30 | 2 | \$175.00 | P-2 | 0.00 | NM | 6 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/17/16 | 10/23/16 | MTWTF-- | | | | | 2 | \$175.00 | | 0.00 | | | |
| | | Week: 10/24/16 | 10/30/16 | MTWTF-- | | | | | 2 | \$175.00 | | 0.00 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | | | | 2 | \$175.00 | | 0.00 | | | |
| 4 | KXLY | 10/17/16 | 11/04/16 | 530-6a GMNW GMNW | CM | 530-6am | MTWTF-- | :30 | 2 | \$50.00 | P-2 | 0.00 | NM | 6 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/17/16 | 10/23/16 | MTWTF-- | | | | | 2 | \$50.00 | | 0.00 | | | |
| | | Week: 10/24/16 | 10/30/16 | MTWTF-- | | | | | 2 | \$50.00 | | 0.00 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | | | | 2 | \$50.00 | | 0.00 | | | |
| 5 | KXLY | 10/17/16 | 11/04/16 | 6-630a GMNW | CM | 6-630a | MTWTF-- | :30 | 2 | \$160.00 | P-2 | 0.00 | NM | 6 | \$960.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/17/16 | 10/23/16 | MTWTF-- | | | | | 2 | \$160.00 | | 0.00 | | | |
| | | Week: 10/24/16 | 10/30/16 | MTWTF-- | | | | | 2 | \$160.00 | | 0.00 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | | | | 2 | \$160.00 | | 0.00 | | | |
| 6 | KXLY | 10/17/16 | 11/04/16 | 6-630p M-F M-F News @6 | CM | 6-630p | MTWTF-- | :30 | 2 | \$175.00 | P-2 | 0.00 | NM | 6 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/17/16 | 10/23/16 | MTWTF-- | | | | | 2 | \$175.00 | | 0.00 | | | |
| | | Week: 10/24/16 | 10/30/16 | MTWTF-- | | | | | 2 | \$175.00 | | 0.00 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | | | | 2 | \$175.00 | | 0.00 | | | |
| 7 | KXLY | 10/17/16 | 11/04/16 | 630-7a GMNW | CM | 630-7a | MTWTF-- | :30 | 2 | \$175.00 | P-2 | 0.00 | NM | 6 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/17/16 | 10/23/16 | MTWTF-- | | | | | 2 | \$175.00 | | 0.00 | | | |
| | | Week: 10/24/16 | 10/30/16 | MTWTF-- | | | | | 2 | \$175.00 | | 0.00 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | | | | 2 | \$175.00 | | 0.00 | | | |
| 8 | KXLY | 10/17/16 | 11/04/16 | 630-7p M-F M-F News @630p | CM | 630-7p | MTWTF-- | :30 | 2 | \$155.00 | P-2 | 0.00 | NM | 6 | \$930.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/17/16 | 10/23/16 | MTWTF-- | | | | | 2 | \$155.00 | | 0.00 | | | |
| | | Week: 10/24/16 | 10/30/16 | MTWTF-- | | | | | 2 | \$155.00 | | 0.00 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | | | | 2 | \$155.00 | | 0.00 | | | |
| 9 | KXLY | 10/17/16 | 11/04/16 | 7-9a GMA GMA | CM | 7-9a | MTWTF-- | :30 | 3 | \$160.00 | P-2 | 0.00 | NM | 9 | \$1,440.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/17/16 | 10/23/16 | MTWTF-- | | | | | 3 | \$160.00 | | 0.00 | | | |
| | | Week: 10/24/16 | 10/30/16 | MTWTF-- | | | | | 3 | \$160.00 | | 0.00 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | | | | 3 | \$160.00 | | 0.00 | | | |
| 10 | KXLY | 10/17/16 | 11/04/16 | 9-10a M-F Live With Kelly | CM | 9-10a | MTWTF-- | :30 | 2 | \$70.00 | P-3 | 0.00 | NM | 6 | \$420.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/17/16 | 10/23/16 | MTWTF-- | | | | | 2 | \$70.00 | | 0.00 | | | |
| | | Week: 10/24/16 | 10/30/16 | MTWTF-- | | | | | 2 | \$70.00 | | 0.00 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | | | | 2 | \$70.00 | | 0.00 | | | |
| N 11 | KXLY | 10/24/16 | 10/30/16 | | CM | 2-3p | MTWTF-- | :30 | 4 | \$20.00 | P-3 | 0.00 | NM | 3 | \$60.00 |

Order / Rev: 170559 - 1
 Alt Order #: 08417078
 Flight Dates: 10/17/16 - 11/13/16

Advertiser: Crapo for Senate ID (R)
 Product Desc: MIKE CRAPO FOR SENAT
 Estimate: 148
KXLY

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------|------|-------------------|-----------------|-----------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|--------|-------|------------|
| M-F 2-3p | | | | | | | | | | | | | | | |
| Right This Minute | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/24/16 | 10/30/16 | MTWTF-- | | | 3 | | | \$20.00 | | 0.00 | | | |
| N 12 | KXLY | 10/26/16 | 10/28/16 | Jimmy Kimmel | CM | 1135p-1237x | --WTF-- | :30 | 1 | \$40.00 | P-2 | 0.00 | NM | 1 | \$40.00 |
| Jimmy Kimmel | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/24/16 | 10/30/16 | --WTF-- | | | 1 | | | \$40.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 68 | \$8,505.00 |